

## REMARKS

Claims 2 and 17 have been amended to clarify the subject matter regarded as the invention. Claims 2-19 and 22 are pending.

The Examiner has rejected claims 2-5, 17-18, and 22 under 35 U.S.C. 103(a) as being unpatentable over Cheung et al (hereinafter “Cheung”) (U.S. Patent Application Publication Number 2002/0169760) in view of Carr JR. et al.(hereinafter “Carr”) (U.S. Patent Application Publication Number 2002/0152099).

The rejection is respectfully traversed. With respect to claim 2 the Office Action acknowledges Cheung does not teach sharing advertising revenues. Carr teaches a method, which aggregates a “plurality of independently owned commercial office buildings under a single brand identity” (Paragraph 0009) called “ACME Office” (Paragraph 0017), such that “Each alliance negotiated by ACME Office for the benefit of its plurality of members entities typically would include an allocation of some portion of the revenues generated by the vendor from each participating member entity’s office buildings to ACME Office” (Paragraph 0034) as stated by the Examiner on pages 5-6 of the Office Action.

Carr does not teach “crediting automatically to a referral service associated with the selected listing a portion of a bid amount received from an advertiser for the selected listing *using web services*” (emphasis added) as recited in the amended claim 2, because an automated way for sharing advertising revenues in distributed enhanced directory assistance services is not the same as splitting costs between commercial office buildings. Support for the amendment to claim 2 may be found, without limitation, in the above-captioned application in paragraphs 46-53, and Figures 4, 5, and 6. As such, claim 2 is believed to be allowable.

Claims 2-16 and 22 depend from claim 2 and are believed to be allowable for the same reasons described above.

Claim 17 recites systems for carrying out the methods of claim 2. Therefore, it is believed that claim 17 is also allowable.

Claims 18-19 depend from claim 17 and are believed to be allowable for the same reasons described above.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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